IDG Update:

Volume 10, Number 1
Week of January 7, 1980

INTERNATIONAL DATA GROUP, INC. • ADVANCED TECHNOLOGY PUBLICATIONS, INC. • COMPUTERWORLD DO BRASIL • COMPUTERWORLD PTY., LTD./AUSTRALIA • COMPUTERWORLD PUBLISHING, LTD./U.K. • CW COMMUNICATIONS, INC. • CW PUBLIKATIONEN, GMBH / GERMANY • DEMPA COMPUTERWORLD COMPANY / JAPAN • IDC RESEARCH AUSTRALIA, PTY., LTD. • IDC BRASIL • IDC DEUTSCHLAND, GMBH • IDC EUROPA, LTD./U.K. • IDC FRANCE • IDC JAPAN • IDG BROADCASTING • IDG PUBLISHING, LTD./U.K. • IDG RESEARCH, LTD./IRELAND • INTERNATIONAL DATA CORPORATION • POPULAR COMPUTING, INC. • THE CONFERENCE COMPANY

# SPOTLIGHT

REPORT FROM: IDG Publishing, London.

## The EXPORT DIRECTION Editorial Staff

The editorial staff: (l to r) Keren Abson, Tony Bush, Erica Bullwinkle and David Bowen.

Tony Bush - Editor

There was much wailing at the bar (of the Wig and Pen) when Tony Bush finally hung up his visor and quit the ancient portals of Fleet Street to come to Export Direction. (Some say he wandered here in a gin-induced haze and has been here ever since.) His red pen is the terror of the magazine's contributors and he has a boring preoccupation with Bulk Copy dates. He is probably the only one of Export Direction's many talented writers ever to consistently get copy in early. This may account for his meteoric rise, in just three short years, from Assistant Editor to Editor - by way of a lot of fancy titles, such as Business Travel Editor and Managing Editor.

He is the magazine's Middle East specialist (he speaks three words of Arabic) and can often be seen soaking up the sun around the fleshpots in the Gulf. He has freshened up his tan with trips to Saudi Arabia, Egypt, Dubai, Kenya, Brazil, and once (courageously) Libya. Next year we are thinking of sending him to Antarctica.

Tony, who once said that his greatest ambition in life was to play cricket with his children and drink gin until he fell down, started life as a junior reporter in the rural English county of Devon. He then worked for a number of regional papers, before coming by way of the Press Association to Export Direction. He has one vice (cigarettes) with one virtue (he never shouts at anyone except his dog).

All his staff would like to ingratiate themselves with him by congratulating him on being made editor and we know we are all going to be jolly happy working together (could I have next week off and an extension for my copy, please?).

Erica Bullwinkle - Deputy Editor

Erica Bullwinkle, Export Direction's deputy editor, joined the magazine two years ago from Oxford. Everyone generally accepts - those who haven't been there, that is - that the university represents the pinnacle of academic achievement, and images are quickly conjured up of girls in crinoline dresses and leisurely days spent boating on the Thames with picnic hampers. However, some of Erica's stories make it seem that Laurel and Hardy's portrayal in "Yanks at Oxford" is sometimes nearer the mark.

However, even today, it must be said that no top Conservative politician in England quite feels he's part of the Magic Circle unless he has Eton and Oxford after his name in "Who's Who." It should be emphasized, though, that Erica can't claim Eton as well. Because, apart from the fact that it is an expensive, elitist, all-boys' boarding school, Erica wouldn't have accepted a place even if it had been offered. She has strong feelings about privilege and men in general, particularly those silly enough to be chauvinistic in her presence. Men who talk about the "little woman at home" are dicing with peril. They are within seconds of finding out what the benefits of an Oxford education are in terms of a fast, logical, brick-solid retort.

As a journalist, Erica has proved herself in less time than a normal trainee takes to complete his apprenticeship. Her surveys are among Export Direction's best and she is prepared to go anywhere in the world at the drop of a hat pin (oh dear, is that chauvinistic?!). Among countries she has been to in the last year are: America, Israel, Japan, Greece, Italy, and Yugoslavia. Oh, and, of course, Austria, where her piece was so well received that the British embassy in Vienna telexed their congratulations, and a well-known British company took the trouble to telephone us to say that they'd never considered exporting to Austria before, but definitely would now that they had read Erica's article.

One of Export Direction's main problems with Erica - yes, there is one! - is that other magazines keep offering her jobs. Fortunately, she has so far resisted, but this has led to much muttering from the editor. Some of the words sound something like this: "Well, how much are they paying her, for heaven's sake?"

David Bowen - Staff Writer

David "Dai" Bowen, Export Direction's comparatively youthful staff writer, is a great man for his steak pie and chips (French fries) accompanied by a few pints of bitter. However, when he is not eating, he does take the odd turn at the typewriter, giggling at his own witticisms and munching packets of digestive biscuits. Dai is a welcome addition to the magazine's staff - we never had biscuits at coffee time before. He came to us fresh from Sussex University which, as well as teaching him French and economics, also gave him an intense dislike of "lefties."

Dai is a man of great ambition, especially where money is concerned. He likes to visit his bank on any pretext, to check whether there's anything in his account (thanks to his liking for the good life, there never is). Actually, contrary to his gentleman-of-leisure image, Dai is very conscientious and it has proved impossible to load him down with work (not for want of trying). He has also been known to do athletic things like walk to work - he used to cycle until his bike was vandalized. Altogether, he has the makings of a good journalist - that is, he likes gin, going out to lunch, and falling asleep in the afternoon.

Keren Abson - Editorial Secretary

Keren, as Export Direction's editorial secretary, does much to improve the atmosphere of the office.

She has been with the company for almost a year, and apart from handling the magazine's thousands of monthly reader inquiry numbers, she also measures copy, reads galleys, and retypes a lot of heavily-edited, almost illegible manuscripts. On top of this, she finds time to make the coffee (a great relief to the editor, to whom a socket switch is beyond comprehension) and to mend typewriters.

Keren, who, unbelievably, is still single at 25, is as you would expect a rather independent girl, who when she was younger, was more at home with a gun and holster set than a doll's house. One of her greatest enjoyments is travelling, and she is particularly fond of the United States. She has been there several times and is enthusiastic about the American lifestyle.

Now, it's just possible that among readers of this piece there may just be some red-blooded, ex-Harvard boy (Keren expects only the best) thinking, "Gee, and she's not married, eh!" Well, we warn you, you'll have to be the sort of man who makes Clint Eastwood and Paul Newman look like Mickey Mouse.

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CW COMMUNICATIONS/INC.

Welcome to LINDA ROSENTHAL and SUSAN CARLSON, the new part-time proofreaders on the CW copy desk. Linda did copy editing for the Jewish Reporter before coming to CW, and lives with her children (Nicole, who is 5, and Peter, 2½) in Framingham. Susan, formerly a librarian in Framingham, lives in Holliston where she and her husband spent last year building their house.

Welcome also to VICTORIA SPECIAN, 8 lbs., 3 oz., born to GINGER SPECIAN of CW Circulation on Monday, January 7.

Congratulations to CAROL POLACK of CW Typesetting Department on being promoted to Assistant Typesetting Manager. Carol will be assisting Manager TOM PFAU in traffic and other managerial duties.

A jubilant note from DRAKE LUNDELL going around: "The January issue of Folio magazine has a list of the top 400 publications in the U.S. - and Computerworld comes out very well. Of all the magazines in the U.S., we rank number 71 in total sales. In advertising sales we are number 43 of all the publications in the U.S., and we rank number 6 in total advertising pages carried. We would have been number 17 in the list of the Top 50 Weeklies in terms of total sales, but somehow we were left off that list - I'm writing a letter about that. For business publications, we were number 1 in total sales, 1 in advertising sales, and number 41 by circulation. We were ranked number 4 in number of ad pages and number 8 in terms of subscription revenues. I think we can all be proud of our high standing - but aim to knock off the top three on the list, TV Guide, Time, and Reader's Digest. That may take another ten years."

IDC had a few visitors from the international offices during the past week or so, namely: PETER ROWELL and PAUL HOMER from the London office, and LEN RUST from Australia. All were at IDC's Waltham headquarters for the mid-winter sales meeting... One of the announcements made by JOHN BREYER at the meeting was that IDC's reports will take on a new look for 1980. No longer will be reports be Cheshire bound. All reports will be perfect bound instead (producing a much nicer looking report), using new cover artwork designed by ED HALSTED. In making the announcement, John stressed that the packaging of IDC's products is almost as important as the information they contain...

MARY TRAYTE is now back with us after a short vacation. Mary (and eight travel-weary lobsters) journeyed to Nebraska over the holidays to visit her son, who she reports is planning to get married in early June. Mary really lucked-out on this trip - no snow whatsoever!!

IDC/Japan has just conducted a very successful seminar in Tokyo and Osaka for IDC clients and guests. Over 140 executives attended the seminars, well exceeding last year's estimate. Seminar revenue for 1979 is up almost 50%.

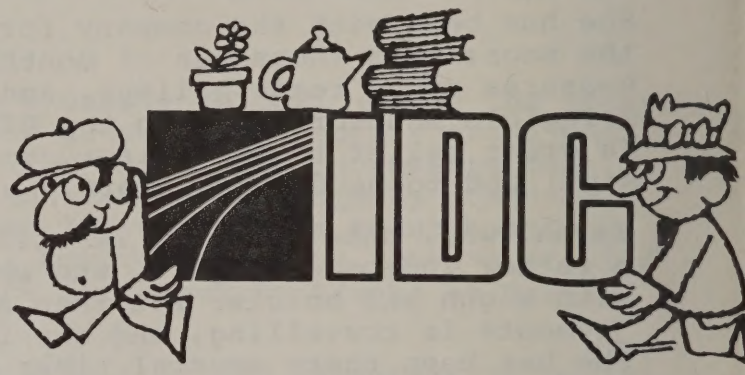
IDC/Japan, which publishes the EDP Japan Report, and conducts research services on the Japanese market, has been growing rapidly. Revenue here is up 60% from last year.

Our Japan staff recently moved into a new, attractive office building just around the corner from their former offices. These larger quarters are still cramped, however, according to IDC/USA standards. The new address is:

IDC/Japan
4-7, 1-chome, Kudankita
3179 Chiyoda-ku
Tokyo 102, Japan

YUJI OGINO, Managing Director of IDC/Japan, has been predicting a 50% profit increase in 1980.

The best wishes tendered to FRANK KLINE last week seem to have worked. He is back and operating at almost full strength. Frank is very busy these days working with JIM MOORE and CAROL KELLY on the Banking Truncation Study, and managing the Banking and Financial Programs for IDC. Frank also reports that the IDC invitational seminars for business and financial clients are a success. The seminars, under the fine direction of PEGGY EISEN, cover the "Information Processing Industry in the 80's."




After over a year of separation, the IDC Publications and Research Departments have been reunited in the same building - 400 Totten Pond Road, Waltham, around the corner from the old building at 214 Third Avenue. The new office space is on the first floor of the building. Prior to the move, the Research Department was located on the third floor of 400 Totten Pond Road, and the Publications Department operated out of 214 Third Avenue. The departments were separated originally when 214 Third Avenue became too crowded to house everyone. Now that the dust has settled from the move, we can report that the spacious new offices are working out well. With more room than ever before, the library is now easily accessible by the publications and research staffs. The new landscaped office area adjoining the library promises to be one of the best work spots in the new facility. All in all, the building provides an excellent working climate for IDC employees.

Correction to the last issue of UPDATE: BILL FORD is the VP for the Central sales region, not the Eastern region as reported. Sorry about that, JOE LEVY!!

JOHN BREYER, President of IDC, announced two promotions this past week. WALLY PITTS is now Director of IDC's Market Data Division. In this capacity, Wally is responsible for all activities relating to IDC's Data Bases, information processing, and the development and implementation of the new on-line data bases project. Congratulations to Wally, an eleven-year IDC veteran.

JOHN REHFELD has been promoted to Vice President/Sales, Pacific Region. John, another member of the ten-year club, will have his territory expanded to include the Japanese and Australian operations.

Congratulations to CHERYL MILLS on her appointment as the full-time receptionist for IDC. Cheryl had been helping out on a part-time basis for the past several months. She replaces DEBBIE GORGONE, who is due to have her baby any day now...

IDC's new publication, OARS (Office Automation Reporting Service), was very successfully mailed this month mainly due to Managing Editor DAVE CARRIE's efforts. New subscriptions to the newsmonthly are rolling in daily. Good luck to the new editor.

# WNEB

HAROLD SEGAL, President and General Manager of radio station WNEB in Worcester, Massachusetts, reports that the station had its highest gross revenues of the past eight years the week of December 16 through 22.

WNEB joined other great radio stations in the U.S. on New Year's eve in a live New Year's party carried via satellite from Disneyworld in Florida and Disneyland in California. The show was a great success, and was part of one of the nation's largest radio parties ever.

Speaking of successes...WNEB's Sports Call Talk Show with announcer DAVE ROLLINS is going over big in Worcester County. The show is scheduled from 6 to 7 pm each weeknight, but phones start ringing well before that and keep on ringing well after the show is on the air. So far, Johny Most, along with Billy Sullivan of the New England Patriots football team, and Johnny Pesky of the Boston Red Sox baseball team, have been guests. Later this year Curt Gowdy, and Johnny Bucyk of the Boston Bruins hockey team, will be guests.

IDG

IDG welcomes JANE (Jenny) CHARLESWORTH. Jenny joined IDG last week as Assistant Credit Manager. In this position she is responsible for collecting outstanding bills from our customers. Jenny graduated from Skidmore College last May with a BS in Business Management. During the summer she spent a few months traveling around Europe and the U.S. She spends other summers sailing along the Maine coast.

COMMUNICATION NETWORKS 80
Conference & Exposition
January 28 29 30, 1980
Sheraton Washington Hotel
Washington, DC

Communication Networks 80, the first telecommunications show of the 80's, will be held later this month in Washington, D.C., LOUISE MYEROW, Registration Coordinator, is swamped with inquiries and registrations for the conferences. Over 70 technical sessions have been planned and coordinated by BILL LEITCH with the assistance of MAUREEN WATERS.

ROSEANN TULLY, Promotion Director for the Conference Company, expects the press conference, scheduled for Monday, January 28, to be well attended. All major trade publications, wire services, and local newspapers have asked for information on attending.

Welcome to DONNA POMPONI, the Conference Company's new Conference Coordinator. Donna will assist Vice President BILL LEITCH in speaker recruitment for the nine-city tour of the 1980 Computer and Office Systems Expo. Donna has had quite a bit of "caravaning" experience, as she worked for one of our contracted service agencies a while back.

# CLASSIFIED

TYPIST - The Conference Company is seeking someone to do part-time typing during the next few months at the Newtonville office. Call Judie McDaid at 964-4550.

MARKET RESEARCH ANALYST - The Business and Financial Department at IDC is looking for someone will experience in writing research reports and handling telephone inquiries for Leasing and Financial clients. (The department is located with an attractive fiew of one of New England's unknown ski slopes.) Contact: Frank Kline, 890-3700, X182.

RESEARCHER/WRITER - There is an opening for a researcher/writer with the Information Systems Planning Service staff. This individual will participate in the preparation of major research reports, research memoranda, and research bulletins sent to ISPS clients. Contact: Will Zachman in Waltham at 890-3700, X197.

MAILROOM STAFF - There is an opening for someone to work in our mailroom. Duties include processing mail, collating, delivering mail and supplies, and other tasks. No experience is necessary. However, a driver's license is required. Contact Marion Kibbee (X301) or Nancy Shannon (X304) in Framingham, at 879-0700.

SALES SECRETARY - The sales office in Newton has an immediate opening for a sales secretary with good typing skills and transcription experience. Job involves some telephone contact with customers, so a good phone voice/ personality is a plus. Contact: Kathy Doyle at 879-0700, X442.

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...We have learned: Say always, "The world was created for my sake," and never say, "Of what concern is all this to me?" Live as if all life depended on you. Do your share to add some improvement, to supply some one thing that is missing, and to leave the world a little better for your stay in it...

Positions Open in the COMPUTER BUSINESS NEWS Editorial Department:

REPORTER - Reporter/writer with good writing skills and the ability to do investigative and interpretive reporting. Newspaper experience preferred but not required. Knowledge of the computer industry a plus. Contact: Vic Farmer in Framingham, 879-0700.

EDITORIAL ASSISTANT - Someone to assist our managing editor in the day-to-day operation of our paper. Some writing, filing, typing, and other duties are involved. Experience in publishing preferred, but not required. Contact: Vic Farmer in Framingham, 879-0700.

LUNCHTIME

Liam's Tavern, One Center Plaza, Framingham. Take Rte. 30 west to Rte. 9 and go west to the Edgell Road exit, but turn off the ramp into the Plaza entrance. Liam's is in the green frame building at the back of the lot. (About 7 minutes from CWCI in Framingham.) Atmosphere is warm - carpeting, low ceiling, wooden chairs with rush seats, small bar, and pleasant service. Despite the fact that the place is Irish...the food is good. The soups are homemade every day, and steaks (including Teriyaki) range from $4.25 to $7.50. Schrod is broiled or baked for $4.25, and fish and chips are $3.95 and come in a very generous portion. There are several salad plates from 75¢ to $3.50. Sandwiches vary from pastrami at $2.50 (served with steak fries) to Liam's favorite - a pile of turkey, ham, corned beef and cheese, served with soup for $3.50. A hamburger is $1.95. The sandwiches are generous. They serve cheesecake and ice cream, and the bar has Harp, Guinness, and Bass ale. You can get wine by the glass or full or half carafe. There is a bar upstairs that opens at 6 pm, and they have Irish music on weekends. Lunch takes the full hour. Major credit cards OK.

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# SPOTLIGHT:

The Data Base Development Group
(First of a multi-part series)

Back row: Michael Zeis, Shari Glassman, Joanne Capolino, Mary Rigby, Lynn Feinman, Susan MacFarlane. Front row: Lawrence Jamieson, Joanne Cavanagh, Marilyn Robinson, Chris Smith.

The Data Base Development Department obtains information about worldwide computer installations. Aside from being a top IDC product, the Data Bases are the cornerstone for much of IDC's research. They are used for census and market projections, and serve as a sampling base for many research studies.

Increases in staff have enabled the department to become more involved in projects which have made the Data File and the sub-files better products. The International File has worked hard on improving the Western European listings, using Computer Product News and Datamation mailing lists. With the 80A update ending soon, approximately 5,000 international sites have been updated, and a record number of sites added (close to 4,000!). The U.S. File is working towards updating 14,000 sites and adding more than 2,000 new computer locations to the file. The most interesting project that both files face in 1980, however, is learning to use the new Data General terminal hookups to the computer center in Needham. When in full operation, the system will enable data filers to keep closer track of updated sites, and make the updating process less confusing than in the past. In the future it will also provide a faster way for the new leads staff to check potential sites against already existing listings. In the meantime, day-to-day departmental work in both files involves coordinating mailings, coding surveys, and checking the file before release.

MIKE ZEIS, Manager of IDC's Data File Department, joined us in the summer of 1978, and is doing his best to keep the file running smoothly. Between hiring additional staff members and finding the space to put them, he's pretty busy; so busy that it is hard to find Mike in his office, and when he's there, he's usually in the midst of a meeting, making devious plans. When he's not at IDC, Mike enjoys photography, fishing, Mexican food, and kite flying.

SUSAN MacFARLANE brought six years of market research experience to IDC when she came here in March, 1979. She has been project leader of the U.S. Data File Update since January. Sue is the person to see if you have problems understanding Data General screen displays. She lives with numbers, and is always ready to explain mail return rates. There's a more dynamic side to Sue: she parties with a lot of enthusiasm. When she has to get away from it all, she spends a weekend in New Hampshire.

CHRIS SMITH, with her winning smile, came to the Data File almost two years ago upon graduation from Framingham State with a B.S. degree in education. Her expertise as a teacher has proven very useful in the Domestic File, where she excels in the training of new coders and in the art of code base updating. On weekends she can be found on the ski slopes or arranging numerous parties. We've also heard that she's a great fan of Beanpot Hockey. But above all, Chris's ability to write memos is unparalleled in the history of the Data File.

MARY RIGBY came to the Data File 7 months ago from Abt Associates in Cambridge. While busy working on the 1980A Update, her husband, Dick, was enjoying himself at the Winter Olympics. He was invited by the Lake Placid Olympic Committee to be a computer accountant for figure skating events. Mary considers herself an expert in the art of college applications, having one college graduate, a senior at Tufts, a sophomore at Ohio Wesleyan, and their fourth, but not last, has been accepted as a freshman at three colleges so far for the fall term.

PAMELA FRANK is the newest Domestic Update staff member. In addition to her part-time research responsibilities, Pamela is a candidate for a B.S. in Business Administration at Boston University. The grapevine says that she plays a top-notch game of tennis.

JOANNE CAVANAGH is in charge of finding out about those companies that are getting a computer for the first time. She and her staff make sure that new sites to the Data File are verified computer locations with precise contact information. Joanne has been doing new site work for 18 months since joining IDC. Her interest in graphics has helped the file, and she is responsible for two very successful mailing pieces. On the lighter side, Joanne is the source for quite a bit of the humor in the office. Her taste in jokes borders on the outrageous. Her taste in hamburgers: charcoal. At parties: her own concoction called pink sludge.

Long-time IDC employees may remember JOANNE CAPOLINO, who has returned to the Data File after an absence of 6 years. Joanne was Assistant Manager of the International File when she left in 1974 to raise a family. Now she's using her talents to add new sites to the Domestic File on a part-time basis, and she's doing an excellent job (but we expected that anyway!). Besides her skills at work, Joanne's ability to whip up a great Italian meal may even rival that other famous Data File cook, Dot Lanceloti.

MARILYN ROBINSON joined the Data File last November as a part-time jack-of-all-trades, and quickly became an organizing force behind the 79B Domestic File release. Her thoroughness and overall competence did not go unnoticed - Marilyn became a welcome addition to the new leads staff in January. Between her own unusual blend of humor and the candy bowl on her desk, Marilyn's presence has been a definite asset to the Data File.

LARRY JAMIESON is the most recent addition to the new leads staff, joining the Data File full-time in February. He is currently working towards his master's in research and measurement, making him quite a valuable commodity to the department. Larry's ability at adding good, solid sites to the files is matched only by his sense of humor. His presence ensures that the new leads staff will continue its fine tradition of hard work, good sites, and great jokes.

SHARI GLASSMAN is project leader for the International Data File. She is responsible for the administrative work flow and quality control of the file, involving coordination with IDC's foreign offices.

ANGIE ANGANIS (missing from photo) joined the International staff part-time last June and has continued on a full-time basis since January. She has become our "resident writer," using her skills in writing to work on Data File cover letters and premiums.

LYNN FEINMAN joined the International File staff in January after managing IDC's phone staff. She has been able to apply her experience to coordinating the input of survey information.

CW COMMUNICATIONS/INC.

## CHAIRMAN GOES TO CHINA; CHINA COMPUTERWORLD IS BORN

Whenever CHAIRMAN PAT goes abroad, we wonder if a new publication will be added to our growing list, but we didn't think that would happen on this trip. It did, however, and CWCI is now partners with the government of the People's Republic of China (PRC)! China Computerworld is scheduled to begin publication in October and will be jointly owned by CWCI and the Fourth Ministry of Machine Building. This agreement is believed to be the first joint venture in China covering the ownership and operation of a business publication between the government of the PRC and a foreign publishing company.

The new venture has already received excellent press coverage with articles in the Wall Street Journal and the Boston Globe. Other publications also will be picking it up.

DIANA LA MURAGLIA is back from the first CWCI China Trade Mission sponsored by CWCI and the Fourth Ministry of Machine Building in the People's Republic. The trade mission was from March 13 to 29 and the main seminar topic was Planning and Developing Data Communications/Data Base System. The seminars were held in Beijing (Peking) and Shanghai, and seven delegates gave seminars to highly specialized computer and technology-oriented audiences. During the mission, CHAIRMAN PAT, DIANA, and the delegates visited the Peking Wire Telecommunications Equipment Factory and its 5,000 employees; Tsinghua University (the Chinese version of M.I.T.); Jiao Tong University in Shanghai; the Shanghai Computer Factory (formerly Radio 13), and

the East China Computer Institute. The Chinese also saw to it that their guests had time for some cultural visits, and the delegation was shown the Forbidden City and the imperial residence of the Ming and Ching Dynasties with its 400 pagodas. The delegates saw the Yu Gardens and the Temple of Heaven, and they also saw the Summer Palace which Diana says is an exquisite residence that extends for 440 acres around a lake. Visits to the Great Wall and the Ming Tombs wound up the cultural tour. The next China Trade Mission will be May 29 to June 14, and the topic is Data Communications Equipment Selection and Use.

WELCOME:

DIANNE SALLESE of Watertown has joined the CW typesetting staff. Diane got a year's training at Adams and Abbott on Quadex equipment before she joined us.

MARLENE STIBAL of Cambridge is the new CBN editorial assistant. She came to CBN from Benwill Publishing.

JOHN FRENCH is handling classified ad sales for CBN. He has a marketing degree from Boston College and handled classified display advertising for the Boston Globe before he came to CBN.

JONNA YAGER is advertising coordinator for ROP display advertising. Actually, welcome isn't exactly the right word because Jonna has been with us for a short time as CBN editorial assistant. We didn't want to say congratulations either, because we know the workload that ROP entails. Probably, "good luck" would cover it best.

ELLIE SMITH gets a welcome back after a nine-month absence. She has returned to CWCI circulation to handle InfoWorld subscriptions.

Belated congratulations to VIC FARMER who has been appointed editor of CBN. Vic joined CBN in October of 1979 as managing editor and was charged with the task of directing CBN's editorial content toward systems integrators and resellers of computer products. He's succeeded admirably in getting CBN's editorial content on target according to some of the testimonial letters that CBN has been receiving of late. CBN staffers are especially pleased that Vic's appointment has been made permanent because Vic is universally regarded as one of the most charming and easy-going editors ever to work at CWCI.

# CLASSIFIED

ASSISTANT CREDIT MANAGER

IDG seeks a self-starter for credit and collection work. Experience in accounting or business preferred along with a tenacious yet compromising temperament. This position reports to the Credit Manager and involves a good deal of telephone contact. Contact Mark Schultz, IDG, Newton, at 964-7300

FOR SALE

Gold velvet swivel/rocker chair with walnut trim. Excellent condition. $75. Contact Diana Siegel, IDC, Waltham, at 890-3700, X125.

FOR SALE. Radio Shack TRS-80 Computer. Level II, 4K. CRT, keyboard and tape recorder, plus software. $500. Contact Walter Moore at IDC Stamford office, 203-325-4455.

NICE PUSS - Beautiful black Persian cat needs a home. She is spayed, loves to purr, and has luminous orange eyes. Free pedigree feline to the right parent. This long-haired beauty is really a dog in cat's clothing! Call Miriam at CW Communications in Framingham, 879-0700, X387.

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## SPOTLIGHT

REPORT FROM: The Chairman's Office

FRONT: Michele Dussault, Ann Baker Rosina Lippi/BACK: Bill Sell, Pat McGovern

The Corporate Offices of International Data Group, Inc., the parent company of the IDG family, are located at 60 Austin Street, Newtonville, Massachusetts. These offices provide business planning, financial, legal, and personnel services to the operating companies of the IDG family, and are headed up by the Chairman of the Board, Patrick J. McGovern, the company's chief executive officer.

Pat McGovern, Chairman of the Board

Who is Pat McGovern? Contrary to what the rest of the world thinks, Pat McGovern is alive and well and living everywhere!

To travel with Pat....This has to be one of the world's most unbelievable experiences - you attend 14 meetings a day and sleep 4 hours a night, and that starts before you even leave on the trip.

Selling to Pat....To sell to Pat is not easy, in fact it is almost impossible! Pat feels that every sales pitch is a learning experience (for him) and therefore you should take advantage of a free education. Most salespersons leave wondering why they gave out so much information without getting an order.

Negotiating with Pat....In negotiations Pat has the patience of Job; in fact his greatest challenge of the year is meeting with the Japanese during the annual meeting of Shukan Computer. Shukan, our joint venture in Japan, provides the ultimate challenge in patience with 30 on their side, 2 on our side (Walter Boyd is the other one), and a gaggle of translators. Pat is one of the few people in the U.S. with the patience to grow a bonsai tree!

Friends of Pat....According to Bill Murphy, Pat has more friends than Christ had followers. Bill gets several calls a week which open with "...hi, Bill, I'm a friend of Pat McGovern's, and I understand that you might need a new insurance package, etc..." Bill's rebuttal is first to ask them to describe Pat and then to tell them that Pat passed away two years ago - to which they inevitably express their sympathy.

Pat's favorite questions and expressions....

Why?
It's up to us to part the waters.
When will you have it ready? Why is it going to take so long?
How much will it cost? Why is it going to cost so much?
Walter, 26¢ for a promotion peice is much too high; as I recall, I mailed a piece for EDP/IR in 1964 for a total cost of only 8-3/4¢!!
The opportunities are greatest when conditions are at their worst!! Here's to Computerworld/Iran in '80.
The computer industry is in its infancy; I foresee domestic shipments of $500 billion a year in 1999.

A Summary of Pat

Pat McGovern has to be a true Horatio Alger story - the personification of the stereotyped U.S. entrepreneur. He started the company with very limited financial resources, a basket of ideas, a brilliant mind, and most importantly, little knowledge of the risks.

Pat, our fearless leader, now oversees (with some help) an "information technology" empire of 20 corporations operating in 12 countries (as of November 16th) with annual sales of $40 million, and working toward a goal of $100 million in revenues by 1984.

Rosina Lippi

Although it has been suggested that she is poorly disguising a dislike of Boston, Rosina, who moved here from Chicago in August, is quickly delving into Boston's good points (the ocean, autumn, seafood) and braving what she considers its sore spots (the MBTA and the Bill Rogers mania). Rosina is working her way into IDG's routine and has become firmly dedicated to the task of organizing Pat, using her favorite tool: throwing things away, which balances out Pat's compulsion to save everything. She does save certain things and is constantly on the lookout for German language novels, cookbooks, and craft projects. She also enjoys reading, writing letters, going to museums, playing pinball, and tagging along to stamp shows. Rosina has attended college and taught school in Europe, done a stint as a nanny, and worked in administrative capacities for travel, social service, and law offices in Chicago.

Ann Baker

Ann has worn many hats in her business career. She comes to IDG via Computers and Automation (where she was associated with Pat McGovern back in the early 60's), Brandon Applied Systems, Inc., N.Y., and Coulter Biomedical Research Corporation, Waltham. At IDG she is involved with working with Rosina on the many projects that emanate from the Chairman's office, and in helping Bill Sell produce IDG/Update (formerly the Monday Morning Report). Ann must have Eskimo blood in her - she loves winter weather and lots of snow, and would probably be happy living in Alaska. Ann and her husband, Harry, who is an avid stamp collector, live at Gardencrest, Waltham. They love to travel, take in concerts and the

ballet, and eat exotic foods. Their favorite pastime is sailing up the coast of Maine aboard a windjammer; but don't get Ann started talking about the windjammer cruises - she's their most enthusiastic booster!

Michele Dussault

Michele recently celebrated her second anniversary as IDG's secretary/ receptionist. Her responsibilities are varied, including secretarial support to Ted Bloom, Bill Murphy, Bill Leitch, and Pat McGovern. Now that's alota work!! Michele's natural enthusiasm projects itself into a variety of outlets, including aerobic dancing and bicycling. Oftentimes she is seen bicycling to and from IDG during the summer months. Her family is originally from Canada, and she always enjoys vacationing in Ottawa and New Brunswick.

Bill Sell

Bill has been with International Data Group since the end of his freshman year in college, May 1978. Among his many and varied duties, Bill edits our company newsletter, IDG/Update. He is also responsible for coordinating telephones at 60 Austin Street and he has worked on several research projects to date. Bill is a political science and international business major at Northeastern University in Boston where he is on the co-op program. While in school he also works part-time at IDG. Bill has spent many years living in Europe (Germany, Austria, England, and the Netherlands) while his father, Reinhold Sell (IDG's Director of East-West Services), was working with several computer firms there. His favorite place here is New York City, where he attended Manhattan College. As IDG/Update editor, Bill is always on the look-out for interesting news from our many divisions.

Maureen Waters

Maureen is an executive assistant at IDG who enjoys wearing a couple of different hats. For instance, she wears a Conference Company hat when she's working on the Communications Networks program, and an IDG hat when she's assisting Pat McGovern with his large volume of correspondence. Maureen works at IDG part-time and attends Bentley College full-time, where she is majoring in accounting. She will be graduating next May and maintains Dean's List grades. At school she is a tutor in the Logic Lab and is a sister in Delta Omega Sorority. Maureen is an avid traveler, and she spent a few weeks this past summer touring through southeastern United States, including Florida and New Orleans.

Bob Tedesco

Bob helps us in communicating with the outside world. Among his many tasks with IDG are the handling of our outgoing mail as well as assisting The Conference Company with their mailings. Bob is presently in high school, and is looking toward a career in medicine or (gulp!!) the computer field. Bob likes boating, swimming, tennis, and water skiing.

CW PUBLIKATIONEN

Computerwoche Celebrates!

DRAKE LUNDELL must have forgotten this event in his column "Data Past - 5 Years Ago."

Computerwoche, CWCI's highly successful overseas publication, celebrated its fifth anniversary Thursday, October 25th. A special champagne party was held at the CW-Cellar bar in Schwabing's Friedrichstrasse 31. Bringing congratulations from the U.S. were CW Communications President WALTER BOYD and VP-Finance BILL MURPHY. Walter presented Cross pens and flowers to the original staff.

The "old-timers" in Munich are: SHIRLEY KOHN, CW's bookkeeper, the only opera star with bookkeeping knowledge and the only Bavarian who was born in Las Vegas; Senior Editor NORA HÖRMANN, a fan of black cigarettes and pop music; Circulation Manager BRIGITTE SCHLEIBINGER, known for her typical Bavarian charm; MONIKA TENBIEG, secretary to the Geschäftsführer (in this function she is also a kind of psychoanalyst for our overstressed editorial and advertising staff); Editor-in-Chief DIETER ECKBAUER, who prefers "cool blond ones." especially Löwenbräu and Budweiser Pils; and CLAUS W. WITT, Production Manager, doing a great job while he takes out his aggressions as a drummer in a pop band.

October also marked the entrance of CW's new Geschäftsführer, ECKHARD UTPADEL. Eckhard was presented with a coffee cup with the staff's signatures.

Congratulations to the entire staff in Munich for the fine job they are doing!

From left: Eckhard Utpadel accepts a congratulatory handshake while Walter Boyd pours more champagne and Krista Utpadel smiles for the camera.

(Photos courtesy CW Publikationen)

From left: Bill Murphy, Computerwoche's Geschäftsführer Eckhard Utpadel, and Walter Boyd address the crowd at the Computerwoche 5th Anniversary Party in Munich.

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CW Communications, Inc.

On the Road

CW's DRAKE LUNDELL just returned from addressing the Hudson Institute in Houston, Texas on "How Information Processing Will Affect Society in the 1980's"...CBN's RON EVANS has been on the road for weeks with CBN's new presentation on the market and CBN's market positioning d[illegible]. He's getting excellent receptions from

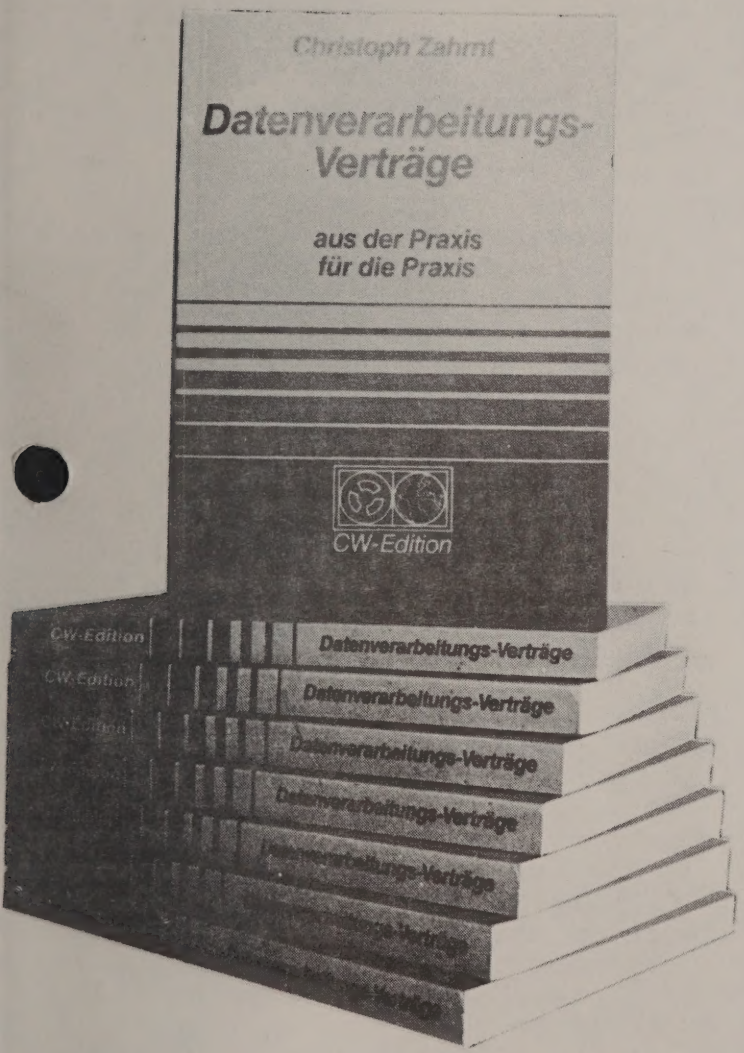
accounts in New York, Los Angeles, Dallas, Houston, Denver, Chicago, Minneapolis, and San Francisco.

A New Citizen

JANE DESBERG, of CW's Administration Department, had a baby girl, Lisa Joy, on November 16.

CW-Edition

CW Publikationen in Munich has published its first book: "Datenverarbeitungs - Verträge" (EDP-Contracts). CW's book, printed for the SYSTEMS 79 exhibition in September, is selling fast - to date over 673 copies.




FOR SALE

1978 Chevette. 25,000 miles. Excellent condition. Four-speed manual transmission. AM/FM radio, 2 snow tires. Asking $3500. Call Nadine at CW Communications (965-5800, X127).

DerbyDiscoMania

An intrepid group of 23 CW employees with their assorted children and friends went to Spinoff, Boston's hottest roller disco parlor, a week ago. The crowd exhibited varying degrees of proficiency - from FRANK COLLINS' smooth stroll to HANK FLING's more aggressive speed skating and the casual elegance of NANCY SHANNON's cross-over stride. Then of course there were the few who shall be nameless who clutched the railing with a death grip or spent the evening sipping coffee in the refreshment room. According to CW receptionist, CLAIRE WALLACE, these roller disco outings are now being planned for the third or fourth Thursday of each month, whichever is a pay day.

The assembled "CW & Its Friends Skating Crew" from left, front-to-back, zig-zag fashion: Ricky and Mark (friends), Elissa Mintz, Hank Fling, David Needle (bumping heads with Elissa), Donna Dugan, Anne Hadley, Cathy (Carol's sister), Carol Polack, Tom Pfau, Julie Sullivan, Tracy Roberts (Lynn's friend), Lynn Sullivan, Frank Collins, Noreen Kimball, Adam Kimball (baiting the photographer), and Marc Kimball. Not shown: Bob Westcott (who wobbled away at the last minute), Nancy Shannon (frantically trying to get three of her children into their jackets) and Peter Segal who balanced on skates to get this picture.

(CW photo by Peter Segal)

## The Conference Company

### CN '80 EXPLODES!

COMMUNICATION NETWORKS '80 is really picking up steam as LYN COLLINS logged in a six-booth contract from ROLM, manufacturers of computerized PBX equipment. This puts CN over the $110,000 mark in paid and contracted exhibitor bookings. That's about twice 1979's scorecard!

As the exhibitor ranks were climbing, ROSEANN TULLY sent the first issue of LINK-UP to 92,000 attendee prospects. LINK-UP is a tabloid inspired by COMPUTERWORLD, with emphasis on the user program and key speakers. The first issue already has the phones ringing with registration requests! BILL LEITCH notes that CN now ranks as the largest professional telecommunications conference in the US, with over 70 sessions and 100 program hours. Over 600 people have already requested registration materials, and the CN team is confident of another bell ringer.

### EXPO EXPLODES!

COMPUTER & OFFICE SYSTEMS EXPO '80 is also attracting a lot of attention from all over the country. Office systems suppliers are joining the exhibitor ranks (Wordstream and AB Dick are the most recent conquests of TERRI HAMILTON). New full-page attendee ads have started running this month, and LOUISE MYEROW is keeping a huge three-ring binder updated with information requests for the shows.

### JUDIE EXPLODES!

If you can find Project Manager JUDIE MCDAID these days, it's probably under a stack of promotion materials for EXPO. Judie's sending out the information to our new prospects, and she needs help stuffing mailers. If you have a friend or relative who would like to help her part-time, contact her at 964-4550 (students are welcome!).

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THOUGHT FOR THE WEEK...

It is a great misfortune neither to have enough wit to talk well nor enough judgment to be silent.

.....La Bruyere

## International Data Corporation

56 IDCers spent Sunday afternoon (two weeks ago) at the New England Patriots vs. the Baltimore Colts football game in Foxboro, Mass. In honor of IDC's attendance, the Patriots pulled off a 50-21 win. Reports are that the mortality rate was low, and KEN McPHERSON was the life of the party on the return trip. (The luggage compartment on the bus disagrees with the latter statement.) Special thanks are in order to JOHN DUFFY, DAN FAMOSI, and DAVE CULLEN for their efforts in the arrangements.

Congratulations to PETER ROWELL of IDC Europa. Peter has been promoted to the newly created position of Director/IDC European Operations. In this new position, Peter will be responsible for directing all IDC European research, development, production, marketing, sales, financial, administrative, and planning activities. Peter has been with IDC since 1976, first as a sales director and then as Managing Director (1978) of IDC Europa, London.

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## IDG - Austin Street

### DIAMOND IN THE ROUGH

IDG has a new Assistant Credit Manager, TOBY DIAMOND. Toby comes to us from American Frozen Foods and will be assisting in all phases of the credit function. When not collecting money for us she can be found collecting antiques or enjoying music. WELCOME ABOARD!

Speaking of our Credit Department... It has been reported that MARK SCHULTZ (our Czar) has finished work on the song for our upcoming Christmas party. The working title of it is "The IDG Follies of 1979." For further details, wait until December 21st.

IDG

# Update:

Volume 10, Number 8
Week of April 21, 1980

INTERNATIONAL DATA GROUP, INC. • ADVANCED TECHNOLOGY PUBLICATIONS, INC. • COMPUTERWORLD DE MEXICO, S.A. DE C.V. • COMPUTERWORLD DO BRASIL • COMPUTERWORLD PTY., LTD./AUSTRALIA • COMPUTERWORLD PUBLISHING, LTD./U.K. • CW COMMUNICATIONS, INC. • CW PUBLIKATIONEN, GMBH/GERMANY • DEMPA COMPUTERWORLD COMPANY/JAPAN • IDC RESEARCH AUSTRALIA, PTY., LTD. • IDC BRASIL • IDC DEUTSCHLAND, GMBH • IDC EUROPA, LTD./U.K. • IDC FRANCE • IDC JAPAN • IDG BROADCASTING • IDG PUBLISHING, LTD./U.K. • IDG RESEARCH, LTD./IRELAND • INTERNATIONAL DATA CORPORATION • POPULAR COMPUTING, INC. • THE CONFERENCE COMPANY

## SPOTLIGHT: The Data Base Development Group - Part 2
## Telephone Field Staff

Back row: Joan Cornetta, Carol Bufe, Jim Reynolds, Judy Frost. Front row: Dot Lanciloti, Karen Dimattia, Carol Chenevert, Donna Vatour. Missing from photo: Sandy Howard, Zella Sanger.

The rapidly expanding telephone staff has come to play an important role in IDC's Data File annual updates. This area of the Data File, under the watchful eye of DOT LANCILOTI, assists in maintaining the Data File records by updating existing sites, adding new computer locations, and eliminating those sites that no longer use computers. The staff works a variety of shifts between 8:30 AM and 8:00 PM to insure total coast-to-coast coverage. In addition to its regular update duties, the phone staff also often works on special research projects.

Back row: Larry Carne, Monique Maillet, Bill O'Connell. Front row: Deborah Lingos, Cheryll Stankard, Dot Lanciloti. Missing from photo: Margie Fluery, Debbie Wicke, Patrice DeWolfe, Tom Eliott, Tom Butler, Brenda Chico, Maia Battaglino.

DOT LANCILOTI, Training Supervisor of the telephone staff, has been with IDC for two years. She is known for her easy manner with people, making her most effective in the position she's held since January, where she can help others do what she does so well. In addition to her "children" at IDC, Dot has six of her own. She was recently awarded a trophy by her sons' wrestling team at Catholic Memorial High School for being their top booster. She has also been an organizer of the annual Cerebral Palsy Telethon for many years. One thing people find out fast about Dot: her kitchen skills are legendary.

DONNA VATOUR is going on her second year with IDC. Donna's time is mostly spent assisting Joanne Cavanagh in locating new leads. Donna works mornings in order to be at home afternoons with her two active children.

SANDY HOWARD also works mornings on the telephone staff, updating and coding, as well as on new leads. Her spare time (if any) is spent coaching a girls' softball team. (Perhaps we can persuade her to join our IDC team.) Sandy has three children.

JUDY FROST joined the IDC morning telephone staff six months ago. She does all phases of Data File work as well as covering on the switchboard for an hour each day. Judy is an active Girl Scout leader, and was chairman of the cookie drive in Waltham, where over 2,000 boxes of cookies were sold. She has two children, one in second grade and one in fourth grade.

ZELLA SANGER has been with the morning staff for well over a year. Zella has just returned after a long illness - her smiling face was sorely missed by all the Data File staff during that time.

BILL O'CONNELL is one of our "veteran" interviewers, being a member of the phone staff for three semesters now. He is a senior marketing major at Boston College.

MARGIE FLEURY, a senior accounting major, has been with the phone staff for two semesters. Margie made a

name for herself last winter as a terror on the ski slopes.

DEBBIE WICKE began working at IDC last September. She is a senior and a biology major at Boston College, and doubles as a part-time roller disco queen at Spin-Off in Boston.

KAREN DiMATTIA is a sophomore at Middlesex Community College, and plans to attend Bentley College in the fall as a marketing major. Karen, with her sparkling personality, is always good for a laugh.

CAROL CHENEVERT, with the phone staff since November, is a senior at Boston College, majoring in marketing.

JIM REYNOLDS, a senior marketing management major at Bentley, is very active on campus as a resident advisor in one of the dorms, and is a member of the Tau Kappa Epsilon fraternity. Jim rides to work each day on his bicycle, and can usually be found at Molly's in Brighton for happy hour on Friday afternoons.

CAROL BUFE, the "blushing blond" of the crew, is a sophomore at Middlesex Community College. Carol plans to attend Bentley next fall as a business administration major.

PATRICE DeWOLFE is a senior accounting major at Boston College. In her spare time, she enjoys swimming, skiing, and partying (not necessarily in that order), and is also a regular at Molly's on Friday afternoon.

TOM BUTLER is a senior accounting major at Boston College and has been active as a coordinator of senior week activities. Tom, in moments of confusion, has been known to think he is working at Automatic Data Processing.

TOM ELIOT is also a fourth year accounting major at Boston College and has worked as a senior week activity coordinator. Tom has come to be known as quite the hot-rodder in his sporty car, complete with siren and bullhorn.

CHERYLL STANKARD is a senior at Waltham High School and plans to attend St. Michael's College in Vermont in the fall.

DEBI LINGOS, a Waltham High School senior, will be enrolling at SMU in North Dartmouth, Massachusetts next fall as a business administration major.

MONIQUE MAILLET is also a senior at Waltham High School and plans to attend SMU next fall as a business administration major.

LARRY CARNE, in his last year at Waltham High School, has been active as a member of the successful chess team. He will attend Bentley in the fall as an accounting/computer science major.

BRENDA CHICO is one of our lone evening regulars. She usually works the 4 to 8 PM shift.

MAIA BATTAGLINO is currently a junior at Waltham High School and is the most recent addition to our staff.

CW COMMUNICATIONS/INC.

Congratulations to DENISE PETSKI, CW editorial assistant, for her spectacular performance in Brown Hall at the New England Conservatory of Music a week ago. Denise gave a solo recital, required for her Bachelor of Music degree. She played compositions by Haydn, Ravel, Chopin, and Prokofiev. CWCI employees from nearly every department showed up to hear Denise play. The favorite piece seemed to be Ravel's Jeux D'eau.

Welcome to JUDITH LACKA, new data entry person in CW Circulation. Judith comes to us from Olsten Temporaries where she did data entry work for several other companies. She lives in Franklin.

Welcome also to RITA SHOOR, new systems and peripherals editor for CW. Previously, Rita headed Shoor and Associates, her own DP consulting firm. Rita lives in New Hampshire.

Congratulations to MARION PEDERSON on becoming a member of the 10-year club. Marion started work as the first person in the CW Accounts Receivable section of the Circulation Department on April 9, 1970. That was back in the Gray House. MARGARET PHELAN, VP Circulation, said, "If Marion ever leaves here, we'll have to hire three people to replace her." WALTER BOYD and PAT McGOVERN sent Marion a bouquet of flowers in the morning and then picked her up in a limousine and took her out to lunch at the Pillar House in Newton. She was presented with a Cross gold and enamel pen and pencil set.

TOM PFAU, of typesetting, is attending the Print 80 trade show in Chicago. Tom is publicist for Quadex Users Organization (QUO) and he organizes shows and meetings for them. Print 80 is held every five years and is listed as the "world's biggest print show."

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IDC-Connecticut

Welcome to Andrea M. Pellerito, IDC-Connecticut's new executive secretary and administrative assistant.

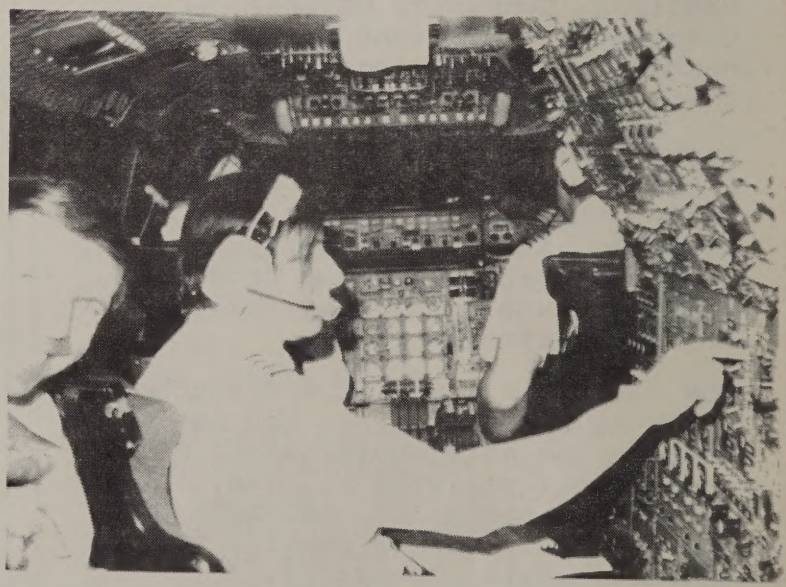
IDG

PAT McGOVERN has always been known as a high flyer and a fast mover, but on his recent trip to Singapore for the international IDC meeting he reached even greater heights and speeds.

With a busy schedule in Europe just before the meeting, Pat, BILL MURPHY, and PETER ROWELL, IDC's Director of European Operations, took the supersonic Concorde from London to Singapore. The plane cuts in half the normal 18-hour journey as it travels at twice the speed of sound about 11 miles above the earth's surface.

To make the journey even more enjoyable, a close family friend of Peter Rowell who is a pilot on the Concorde manipulated the crew schedules in order to be assigned to this particular flight. So, in addition to sampling the normal delights of the Concorde service, the party was able to spend considerable time in the cockpit talking to the crew and learning about the various computer systems on board.

The pictures show PAT McGOVERN and BILL MURPHY in the cockpit traveling at 1,500 miles per hour and about 58,000 feet over the island of Crete in the Mediterranean Sea. Pat stayed in the cockpit to "assist" the crew in making a smooth landing in Bahrain for a refuelling stop.



# CLASSIFIED

FOR SALE: Siamese kittens. $50 each. Contact Dave Morin at IDC, Waltham, 890-3700, X194; or at 278-5017.

IDG Update:

Volume 10, Number 9
Week of April 28, 1980

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# SPOTLIGHT: The CWCI General Administration Staff

Pictured left to right: Jane Desberg, Cathy Fitzgibbons, Scott Roy, Claire Wallace, Marion Kibbee, Walter Boyd, Scott Baldwin, Bob Wescott, Nancy Shannon and John Achilla.

The General Administration Department at CWCI handles the switchboard/receptionist function, incoming/outgoing interoffice and intercompany mail, building and grounds maintenance, the telecommunications system, and maintains all CWCI personnel records.

The department also procures all supplies, and handles copyrights, reprint permissions, list rentals, and subscription promotion mailings for Computerworld, Computer Business News, and InfoWorld. All CWCI and international budgets are set and administered from this office.

* * * * * *

W. WALTER BOYD, President. Walter is the Chief Executive Officer for CW Communications/Inc. and for all of our international publications. He sets policy, approves budgets, and maintains contact with all department managers throughout the year. Walter divides his time between the CWCI operation in the states and our offices abroad.

Walter maintains an open-door policy at CWCI and is available to any employee who wishes to talk to him. Astute Walter watchers know that if they are trying to reach him somewhere in the world, and all else has failed, they need only check the opera houses from Munich to Sydney - especially now that he can enjoy Wagner without having to read the English libretto.

Walter arrived at Computerworld in Cambridge on New Year's Day, 1968. At that time there was only a handful of employees and they functioned in cramped quarters over the Taj Mahal, an Indian restaurant of dubious reputation. At one time or another Walter did just about any job it took to get the paper out and distributed.

Circulation promotion remains his favorite job, however, and he is regarded as a direct mail expert in the industry. He has served as President of the New England Mail Marketing Association, and is presently Chairman of the Board of the Association of Second Class Mail Publishers/Inc.

MARION W. KIBBEE, Assistant to the President. Marion does everything from riding herd on plumbers and telephone repairman to generally filling in the Boyd void when Walter is away. She oversees the department, keeping it functioning smoothly. She plans Walter's travel schedule, assists with budget preparation, handles all of Walter's foreign and domestic correspondence, and schedules all of his appointments. Marion also handles all company credit cards and personnel records, and supervises all General Administration employees

Marion started in the Circulation Department in February of 1975, in data entry. She has been with Walter since the fall of '76. She has an 18 year old son, Douglas, who graduates from Norwood High School this June. She loves to travel and shop (not grocery shopping) and has been maintaining a love affair with the ocean for most of her life. The true test of Marion's management abilities was the CWCI move to Framingham which she orchestrated. She has been heard to say that the only way she'll leave this building is feet first.

NANCY SHANNON, Administrative Secretary. Nancy handles reprint permission, keeps the publications library, and orders all supplies - from typewriters to Cremora. She occasionally fills in at the switchboard and generally substitutes for Marion when Marion is unavailable.

Nancy has seven children, ranging in age from 11 to 25. Her first love (after her children) is her Victorian house in Newton Corner. Nancy also loves to go disco roller skating at Spinoff, and take long walks in her scuzziest sweat suit. She has been with CWCI for two years now and her sense of humor keeps the department morale high.

JANE DESBERG, List Rental Account Executive. Jane handles the CW list rental, which means that she takes all orders, handles the rental contracts, and does all invoicing. She also handles all reprint requests and fulfillment. Jane is a direct mail marketing maven and she spends a large amount of her time poring over SRDS, researching new lists for circulation promotion for CW, CBN, and InfoWorld. Jane has to identify every subscription piece we send out with a code so that she can track the success rate of the lists we use. It's not that Jane minds coding, it's just that she feels a little restricted by having only a 26-letter alphabet and a finite number of numerals.

Jane lives with her husband Paul and her 5 month old daughter Lisa in Norwood. Emigrants from New York City, Jane and Paul love the New England countryside and do a lot of hiking, camping, and swimming.

CLAIRE WALLACE is the voice of CWCI and has been our switchboard operator for three years. She receives all incoming delivery people and notifies staff that packages have arrived, she registers all visitors to the building and notifies staff that visitors have arrived, she receives and sends on the FAX, she regularly updates the CWCI telephone list (almost a full-time job in itself considering how fast this staff is growing), and does some typing on the side. Claire's biggest job is discovering with whom callers want to speak, and convincing them that they really don't want to tell her their 20-minute story.

Claire doesn't just read, she consumes novels - several a week. She grows plants and we never know just what exotic bloom we'll see next on her desk. She revels in crafts - from quilting to macrame - but her real love is disco dancing. Claire has performed and taught disco and plans to dance up a storm during balmy nights on her upcoming trip to Bermuda at the end of April.

JOHN ACHILLA, Buildings and Grounds Supervisor. In just three months, John has managed to become an indispensable figure around here. Anything that needs doing in the building - removing walls or putting them up, installing cork board or fixing lamps, fixing light leaks in the darkroom or draft leaks from outside doors - John does. He is adept at carpenty and does some plumbing and electrical work. He also whips the grounds into shape, caring for the grass and shrubs and chasing squirrels away from Jack Edmonston's bird feeder. He works from 7:30 AM to 4, and doesn't sit by a phone, so if you need him, just walk around the building - he'll be on top of something. John commutes from Derry, N.H., and looks forward all week to his Friday night poker game.

BOB WESCOTT, SCOTT ROY, and SCOTT BALDWIN make up the mailroom staff. This crew sorts, routes, and delivers all incoming mail, delivers all interoffice mail, and makes two runs a day between CWCI in Framingham and IDG in Newton. They also keep track of CW and CBN back issues; stock stationery and supplies, and compile the media kits for CBN and CW. They handle wrapping and shipping of all materials for the company and do various and assorted errands like picking up airline tickets and copy shop packages - in other words, they keep track of the millions of details that keep CWCI running smoothly.

BOB WESTCOTT, Mailroom Supervisor. Bob is the company lothario (known to the Apple Computer as "sex god"). Bob is the first to greet new female employees, often meeting them before their supervisors do. Bob is turning into a camera buff, now that he has his life savings invested in a Canon AE1 with both a normal and a telephoto lens. Bob is a softball star, and since his talents are obviously greater than CW can expect for its modest team, he has branched out and joined another Newton team. He has assured frantic CW softball players that he'll still be on the team for league games.

SCOTT ROY, Mailroom Assistant. Scott is the contemporary music expert of the mailroom staff and can identify any band or performer just seconds after the song starts on the radio. He likes Springsteen and the inimitable Arlo Guthrie best, and though he's not crazy about punk, that doesn't keep him from spending an occasional Saturday night at Spit. Scott harbors an ambition to be a writer (Hemingway and Carlos Castaneda are his favorites) and he collects news for the IDG Update. He recently won a gold record for locating all the articles for Charles Laquidera's WBCN scavenger hunt. The articles ranged from an unpaid parking ticket to any person over 65 years of age, and including many items not mentioned in polite company.

SCOTT BALDWIN, Mailroom Assistant. Scotty is a member of the National Guard and is a degree candidate from time to time at Framingham State. He's a townie and spends a good deal of his time coaching local youngsters in everything from basketball to soccer, including some high school teams in surrounding towns. The CWCI softball team is counting on Scotty to put them on the map this summer - so watch out, IDC clods.

CATHY FITZGIBBONS is a part-time secretarial assistant to the department and is otherwise known as a professional life-saver. She fills in on the switchboard and does the typing jobs that people have to have done but don't have time to do. She lives with her husband Kevin and three sons in Millis. Since Kevin has just accepted a new position on the west coast, the whole family will be leaving this June. Cathy will be missed. Anyone interested in buying a lovely house in Millis?

HAROLD HENRY is joining IDC's IISG Program and will assume the title of Acting Research Director. In this capacity he will continue to be available as a consultant to all people in the Industry Services Group in particular and to others in IDC in general. In addition, Harry will assume management responibility for the ABC/COP Programs, our Industry and Technology Program, our Leasing Program, and our expanded efforts in pricing and residual values.

CHUCK NORRIS has been assigned Acting Manager of the ABC/COP Program.

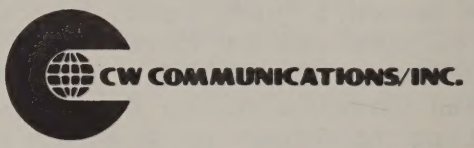
PEGGY EISEN is the new Account Manager for our financial and government clients in the Industry and Technology Program.

CAROL KELLY will be the Account Manager for our Leasing Program.

GERARD HALLAREN will be Project Manager for our expanded efforts in modeling, residual values, and equipment pricing.

Congratulations to all on their new positions!

CHUCK NORRIS, Manager of the Automated Business Communication Program, will be making several speaking engagements in the upcoming weeks. Chuck will speak on "Combined Word and Data Processing" at next weeks' Boston Computer and Office Systems Expo. "Moving information -- concepts in transition" will be his topic in a panel discussion at the International Word Processing Association Conference in June. Chuck will also be the moderator for this session.




Five staff members from CWCI just completed a Red Cross CPR course and all five are now certified. They are: JANE DESBERG (General Administration), SUSAN FRANKOFF (Circulation), HANK FLING (Production), ANNE HADLEY (Advertising) and TINA O'NEILL (CBN Editorial).

The course lasts eight hours and requires a great deal of outside reading and studying. The next course that runs will also have a few staff members, as we feel it is a very important area to be trained in.

Welcome to SUSAN CARDELLICCHIO, who comes to us from A-Copy,Inc. and will be working for the Circulation Dept. in data entry. Susan and her husband live in Framingham.

Welcome TERRY WILLINS, our new Northern Regional Manager for CBN sales. She will be working in Newtonville, and occasionally seen in Framingham. Terry comes to us from College Marketing Group, and lives in Natick.

Welcome also to ANN FINN who will be working in the paste-up section of the Production Dept. Ann comes to us from Suburban World in Needham and is also a Natick resident.

CBN is moving up - steadily. Sales increased 54% in February over January sales, and March sales were up 127% over February sales. Special congratulations to ARTHUR DAKS in the New Jersey office for being the first CBN salesman to go over quota.

IDG
# Update:
Volume 10, Number 12
Week of June 23, 1980

INTERNATIONAL DATA GROUP, INC.• ADVANCED TECHNOLOGY PUBLICATIONS, INC.• COMPUTERWORLD DE MEXICO, S.A. DE C.V.• COMPUTERWORLD DO BRASIL• COMPUTERWORLD PTY., LTD./AUSTRALIA• COMPUTERWORLD PUBLISHING, LTD./U.K.• CW COMMUNICATIONS, INC.• CW PUBLIKATIONEN, GMBH/GERMANY• DEMPA COMPUTERWORLD COMPANY/JAPAN• IDC RESEARCH AUSTRALIA, PTY., LTD.• IDC BRASIL • IDC DEUTSCHLAND, GMBH • IDC EUROPA, LTD./U.K. • IDC FRANCE• IDC JAPAN• IDG BROADCASTING• IDG PUBLISHING, LTD./U.K.• IDG RESEARCH, LTD./IRELAND• INTERNATIONAL DATA CORPORATION• POPULAR COMPUTING, INC.• THE CONFERENCE COMPANY

## SPOTLIGHT: The CW Communications Production Staff

Left to right: Ann Finn, Rich Tennant, Donna Dugan, Tom Pfau, Kim Adams, Donovan White, Diane Sallese, Hank Fling, Joan Carney, Sharon Brown, Carol Polack

The CW Communications Production Department is responsible for the advertising layout of Computerworld and Computer Business News, for all typesetting of CW and CBN editorial content, and all classified advertising. In addition, paste-up of page mechanicals and classified mechanicals is performed by the members of the production staff. As of this year, the department is producing an average of 170 pages of CW and CBN combined, per week.

The department is also responsible for all printing schedules and contracts, and the purchase of all newsprint.

Production personnel are also involved in the production of ad and editorial reprints and the CW Response Card Book.

True tests of the department's mettle were the Blizzard of '78 when most of the production staff managed to make it to the office to close the paper only one day late, and of course, the move in December when everyone worked throughout the move and over the week-end to have the department set up on Monday for production.

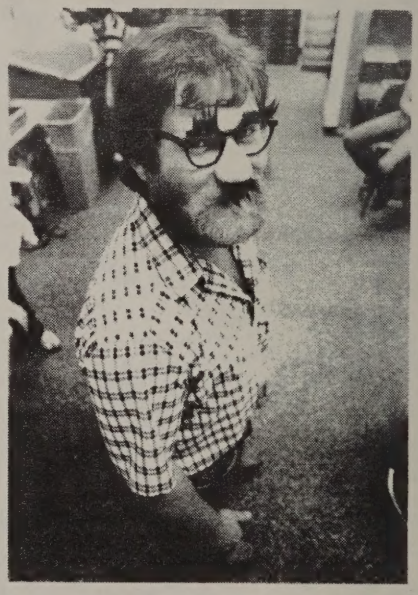
All of the people who make this possible (believe it or not) are listed below:

PETER "CRASH" HOLM, Production Manager, is a talented impersonator. He will soon be featured in a production of either "Pigs in Space" or "Over the Rainbow." In his spare time Peter drives in demolition derbies.

DONOVAN WHITE, Production Assistant for CBN, is a skilled writer. On the other hand, the only audible phrase ever heard from him is "Don't worry about it."

HANK FLING, CW Production Supervisor, is a long-term employee of CWCI. Hank, affectionately known as "Pops," is a specialist in interpersonal relationships, serving as a voluneteer at various Cana conferences. He is reputed to be an athlete.

TOM MONAHAN (pictured at right), CBN Art Director, is a collector of esoteric vehicles. A strong, silent type, Tom has made great strides adjusting to the loss of both arms at the age of three.



JOAN CARNEY is a paste-up artist. She was recently stripped of her "punk" safety pin earrings when she was discovered reading "Vogue."

ANN FINN is the newest member of the paste-up department. Her knowledge of the local entertainment scene has proved to be invaluable, although she refuses to be seen anywhere with anyone from the company.

MARINA BONACCI is one half of the classified ad production department. She is a confirmed heliolater, and her sole ambition is to become a large freckle.

DONNA DUGAN, Marina's alter ego, smiles. She does <u>not</u> beat her child.

TOM PFAU, Type Manager, lives in Brookline. Affecting "preppie" attire, Tom is often accused of being the soul of the midwest.

CAROL POLACK, Assistant Type Manager, was recently promoted. Her numerous idiosyncracies have earned her the well deserved nickname, "Carol Pollack."

RICH TENNANT polishes his performance in typesetting. His last appearance was a starring role as Yorick in W. Shakespeare's popular play, "Hamlet."

KIM ADAMS holds a unique record for typesetters. In one day, her CRT produced 27.6 feet of "tee-hee's."

DIANE SALLESE is a typesetter. Diane has a part-time job with public television appearing in the corner of certain TV sets doing the sign language captions for the deaf in the Urdu language.

SHARON BROWN is a part-time typesetter while a student at Keefe Technical High School in Framingham. Her employment has made it possible for CWCI to be eligible for $17 billion in state and federal matching funds. By the time this is in print, Sharon will have graduated and we will have lost all that money.

JENNIFER SNYDER is the typesetting night shift. The night shift does all the typesetting for both newspapers.

LEE VIDMER (shown at right with Peter Holm) is responsible for all of this. Consequently, she has no fixed abode, and can be reached in care of United Airlines.

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IDC LINK

215 Park Avenue South, New York, N.Y. 10003 (212) 473-5600

LINK Resources Corporation

IDC announced last week the acquisition of LINK Resources Corporation of New York City. LINK is the leading advisory firm specializing in the field of electronic distribution of information. LINK was formed in 1976 to provide continuous information services in the viewdata, on-line data base, and home media fields. They currently serve over 100 North American and 34 foreign organizations with their programs.

"IDC is very pleased to be joining forces with LINK," said John Breyer, President of IDC. "We have been following developments related to the electronic distribution of information, and find LINK uniquely positioned to provide top quality research and consulting services in this dynamic new arena. LINK will remain an autonomous subsidiary of IDC. We contemplate no changes in organization, but will immediately provide LINK's management with the resources to expand its services internationally."

Haines Gaffner, President of LINK, had the following comments: "The electronic information field that we are covering - viewdata, CATV, on-line databases, satellites, personal computers...and the many new services these media can provide...is a rapidly growing industry. LINK personnel have met the challenge offered to provide research services to our growing group of clients...but the opportunity to unite with IDC and its worldwide resources will mean that the combined firm can provide unparalleled guidance to executives in this exciting new industry. LINK looks forward to delivering an expanding number of programs to the organizations reviewing

or now in the process of investing in new electronic media."

All reports from the Peter Bent Brigham Hospital indicate that JIM PEACOCK is doing well and is in good spirits following his recent surgery. Jim, for those of you new to the IDG family of companies, is a long-time member of the "family" and has been with IDC for over ten years. Though Jim's surgery was rather serious - removal of his voice box - he has not let things get him down. On the contrary, Jim is very active and is communicating with visitors through a computer terminal in his room! In fact, Jim is doing so well that he may even be released from the hospital this Friday, June 27, well ahead of schedule. IDC people who have visited all say that Jim is itching to get back to work, and we certainly need him at IDC! After a few more weeks of rest and relaxation at his place down on the Cape, Jim will be returning to IDC for a few hours each day. Everyone at all the IDG companies, but especially at IDC, wishes him the speediest of recoveries.

There have been four new arrivals at Building 2. JANET EICHELMAN is now working for ISPS. Janet is a graduate of Bryant College. ANN MORLEY is a new staff researcher for the SASI program. Ann comes to us after a stint as a consultant to the Custom Research Group. SUE McFARLAND is the newest member of the Custom Research Group, coming over from the Data File. The last, but probably the most important person is our new librarian, MARY REZETHA.

Congratulations to PEGGY EISEN on her recent birthday. Was it number 30, Peggy? Also, congrats to JOHN DUFFY for being named Manager of the Corporate Planning Service.

Recent IBM announcements have kept the entire research and publications staff busy. If anyone needs clarifications on these, call anyone at Building 2. DAVID TERRIE was IDC's representative at the consultant's meeting in New York where these products were announced.

CW COMMUNICATIONS/INC.

COMPUTERWORLD UK

After several months of negotiations and preparation of legal documents, the first issue of Computerworld UK was published on Wednesday, June 18. The launch of the new publication was accompanied by presentations to potential advertisers and a press conference.

WALTER BOYD, President of CW Communications/Inc., and BILL MURPHY, Vice President Finance, were in attendance for both the presentations and signing of final documents. Computerworld UK will be published weekly by Thomson Computerworld, Ltd., a joint venture of CW Communications/Inc., and Thomson Magazines, Ltd., a subsidiary of the International Thomson Organization. The Thomson Organization is a multinational organization with over 500 newspapers and magazines worldwide, radio and TV stations, and North Sea oil interests, along with a multitude of other activities.

THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY
COMPUTERWORLD UK
18 June 1980
30p
Do we really believe in Computers?
Do we really believe in computers? 18/ The British Computer industry 22/ Are packages too big for Britain? 27/ The big head count 29/ Software Ownership 32/

IDG Update:

Volume 10, Number 13
Week of July 7, 1980

INTERNATIONAL DATA GROUP, INC. • ADVANCED TECHNOLOGY PUBLICATIONS, INC. • COMPUTERWORLD DE MEXICO, S.A. DE C.V. • COMPUTERWORLD DO BRASIL • COMPUTERWORLD PTY., LTD./AUSTRALIA • COMPUTERWORLD PUBLISHING, LTD./U.K. • CW COMMUNICATIONS, INC. • CW PUBLIKATIONEN, GMBH/GERMANY • DEMPA COMPUTERWORLD COMPANY/JAPAN • IDC RESEARCH AUSTRALIA, PTY., LTD. • IDC BRASIL • IDC DEUTSCHLAND, GMBH • IDC EUROPA, LTD./U.K. • IDC FRANCE • IDC JAPAN • IDG BROADCASTING • IDG PUBLISHING, LTD./U.K. • IDG RESEARCH, LTD./IRELAND • INTERNATIONAL DATA CORPORATION • POPULAR COMPUTING, INC. • THE CONFERENCE COMPANY

# SPOTLIGHT : CWCI Marketing

MARY MORRISSEY functions as secretary, administrative assistant, word processing operator and trainer, and general source of information, materials and follow-up for both JACK EDMONSTON and ROY EINREINHOFER. She has become quite adept at reading Jack's illegible scrawl (it's easy, you just hold it eight feet from your eyes), to fielding strange phone requests and tracking down missing people, papers, and materials. She also serves as house mother for about three quarters of the CWCI staff. Mary's pleasant smile and readiness to tackle even the most difficult jobs with the sometimes impossible schedules make her a real asset to the organization. When not involved in her other duties, she is assigned as keeper of NANCY SHANNON (to keep her from getting crazy). Mary lives in Newton with an ever-changing number of her eight children, who are all dedicated to keeping her refrigerator picked clean. She's active in church work, bowling (a trophy winner, we

hear), and is the number one fan at various softball, little league, swim meets, and other activities in which her children participate.

ROY EINREINHOFER. As Vice President of Marketing for CWCI, Roy handles all of the jobs not important enough to be done by Mary Morrissey. He has been known to spend portions of the day on the telephone, but can most often be seen mumbling over space updates, share of market reports, and competitive rate cards. Roy lives in Sudbury with his wife and two children. Spare time pursuits include tennis, running, skiing, and driving to and from AAU swim meets all over New England. His favorite pastime is keeping his crabgrass trimmed and occasionally sponsoring an alligator hunt in his back yard jungle.

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## IN-DEPTH REPORT ON: CW Conference Management, Inc.

Yes, we have some new letters and initials to add to our corporate listings: CW Conference Management, Inc. (CWCM). The Conference Company, Inc., previously an independent subsidiary of International Data Group, Inc., has now become a subsidiary of CW Communications, Inc. in Framingham. This change was made to more effectively promote the highly successful Communications Network Show and develop conferences around CW publications: Computerworld, Computer Business News, and InfoWorld.

BILL LEITCH, an IDG old-timer, has been named President of CWCM, and he will report to WALTER BOYD. Bill has been with the IDG companies since July, 1968, when he started with IDC as Director of Industry Research Studies. By 1975 he had worked his way up to the position of a Vice President of IDC. Thereafter, he became Conference Chairman of the Distributed Data Processing series. In 1978 Bill started as Conference Director of Communication Networks, its first year (ComNet replaced the Datacomm 78 show), while continuing with the IDC programs. In June, 1979 Bill became Vice President of The Conference Company. In addition, Bill is Conference Chairman of the Boston area Society for Management Information Systems (SMIS).

Joining Bill in Framingham will be:

LYN COLLINS, Show Manager. Lyn joined the company in 1972 as secretary for sales promotion. Through the years she has also worked as show office secretary, assistant show manager, and most recently show manager. In this capacity Lyn handles site selection, logistics, and almost every other aspect of organizing a trade show. Now with CWCM, Lyn will be responsible for the CW Communications and IDC booths at the many trade shows in which they exhibit (Info show, NCC, etc.). Her other duties will include preparation work and show management for the new series of invitational conferences being planned, as well as sales of the Expo attendee mailing lists. During her eight years here, Lyn has worked in over 70 trade shows.

TERRI HAMILTON, Marketing Support Coordinator. Terri joined The Conference Company in September of last year as Midwest sales representative. She will head up Marketing at CWCM, handle some sales for the Communication Networks show, and arrange promotion and advertising programs.

DONNA POMPONI, Conference Coordinator. Donna has worked on the Computer and Office Systems Expo Conference series this year, and has been assisting BILL LEITCH on the ComNet '81 Conference program.

LOUISE MYEROW, Registration Supervisor. Louise has been handling registrations for our shows for over five years now. She started with the company when CW ran the Computer Caravan, then followed the show from 797 Washington Street to 60 Austin Street, where The Conference Company was located.

Louise has handled billing, cash flow, and collections, and has maintained attendee files.

The CW Conference Management staff will move their office location from 60 Austin Street to the CW Framingham site sometime in August.

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CW COMMUNICATIONS/INC.

WELCOME...

...to TOM CASALEGNO, formerly President of The Conference Company, now VP/Managing Director of Computer Business News. Before joining IDG, Tom was Advertising Manager for the Computer Systems Group at Hewlett Packard in Cupertino, California. He handled U.S. and European advertising for all eight divisions of the computer firm for seven years. From 1962 to 1968 he was Technical Writing Manager for Ford Aeronutronic in Palo Alto. Tom is a very rare breed - sixth generation Californian! He's now in charge of all wine purchases for CWCI - no more Yosemite Road at CBN parties.

...to SHARON BROWN, the latest member of the CW typesetting crew. She is a recent graduate of Keefe Tech and lives in Framingham with her parents. Sharon likes to party with friends in her spare time, so she'll fit right into the present typesetting staff.

...to ED HARE, Traffic Manager for CW and CBN, who joined the company in January, and has finally moved into his office in Framingham after a six-month stint in Chicago as printing liaison. His luggage joined him several days later.

CONGRATULATIONS...

...to CHERYL GELB, formerly Chief Copy Editor for Computerworld, who has been named News Editor. This helps implement the "open news room," which has been an editorial goal for some time.

...to CATHERINE MARENGHI, who has been a copy editor for about a year and has just been promoted to Chief Copy Editor, replacing Cheryl.

...to ANN DOOLEY who has been elected Progress of Women Chair of Women in Communications, Inc. Ann was on the Board of Directors of that organization last year.

SICK BAY

ALICE CORONELLA is recuperating at home and is doing well after her surgery - she should be back in the Circulation Department in a month or so.

NANCY FRENCH, of CW Editorial, and DIANA LA MURAGLIA are still hobbling about CW in their respective foot bandages. Diana hurt her foot while dancing and will be back to shoes in three to four weeks; and Nancy is recuperating after foot surgery and will be back in shoes when her foot reaches normal size again. Both are gallantly limping through their normal tasks.

VACATIONS

HANK FLING is entertaining his parents at home - they're visiting from Lake Haversu, Arizona... PETER HOLM is fishing up at Prince Edward Island... JULIE SULLIVAN is in Indiana visiting friends and will take her daughter to Hershey Park in Pennsylvania on the way back... LEE VIDMER is vacationing for a week in Montreal.

IDC

Visiting last week from IDC in Germany was our new salesman, DIETER GAMMEL. Dieter spent a few days meeting the U.S. staff and learning about the corporation from the ground up. He also visited IDC's new subsidiary in New York, Link Resources.

Congratulations to F. READ CLARKE of ISPS who will tie the knot with his fiancee, Heidi, on July 26th. In honor of this occasion a small party was held at Read's soon-to-be-no-more bachelor pad. IDCers in attendance included DON (I really can drive) WILBUR; GERARD (let's go to the Golden Banana) HALLAREN; LLOYD (I like

the morning) COHEN; DAVE (I need breakfast) TERRIE; AARON (I'll be there by sunrise) GOLDBERG; and the infamous DAVE (Dimeslots) DILLMAN. It was a great send-off to a class guy. The bachelors and bachelorettes of the world will miss Read. Thanks go to Dimeslots for organizing this shindig, although he doesn't remember any of it.

Rumor has it that KEN McPHERSON is about to become the proud owner of a new yacht. For those of you who might be the yachting type, Ken can be reached at X184. All of you who like to polish Fiberglas and scrape barnacles, be sure to call.

There is a new SULLIVAN in the world. On July 24, ELLEN gave birth to a daughter, Meggin. Incidentally, this is both mother and daughter's birthday. We wish Ellen and Meggin the best of everything in the upcoming years.

Welcome aboard to DEBBY POST, a new member of the secretarial staff at Building 2. Good luck with the word processor, Debby!

Congratulations are also in order to ANN PALMISCIANO for her appointment to the post of Assistant in charge of Production under JUDY KRAMER.

NANCY SCULL announced recently that CAROL SPARRE is joining the IDC Consulting Group as Administrative Assistant. During her year at IDC Carol has demonstrated a high degree of competence, initiative, and professionalism in both the execution and management of the Building 2 typing and other support requirements. In her new position, Carol will continue to do most of the Consulting Group's typing, but will also take increasing responsibility for getting proposals out, making sure that important phone calls and telexes receive immediate attention, arranging travel schedules, setting up appointments, keeping track of contracts, bookings, and billings, etc.

TIM KAMPFHAUS, formerly of the Communications Center, was married last weekend. Tim will now be working in the Data File Department. Congratulations, Tim!

IDG

The Accounting Department welcomes two new employees:

ROBIN SILVERMAN, assistant IDC bookkeeper, joined us recently from the Babson College payroll department. Robin will be assisting DEBBIE SOBIN with IDC and Popular Computing, Inc. payables.

HARRIET BRODY has been with us for several months now. Prior to joining Accounting, Harriet assisted the registration staff at The Conference Company. When the show was coming to an end, she transferred to IDG and now assists GRACE POLISHOOK with CWCI bookkeeping. Harriet will also be processing CW and CBN subscription overpayment refunds.

GRACE POLISHOOK returned a while back from The Conference Company's Computer and Office Systems Expo in Cincinnati, where she worked with the CWCI staff at their booth. The trip to Cincinnati was Grace's first airplane ride, and she loved every minute of it!

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OPENING IN CHAIRMAN'S OFFICE

Requires excellent organization, communication, and language skills, and typing and dictaphone experience. Foreign language and financial analysis skills helpful. For more information, please contact Rosina Lippi at IDG in Newton, 964-7300.

FOR SALE

Refrigerator, white, General Electric, 14.2 cubic feet, 28" wide. Opens left to right. New last September - cost $395 then. Make me an offer. Cheryl Gelb, CW in Framingham, X329.